Bell System Building Identification Manual

Second Edition

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Second Edition—December 1974

This is the second edition of our Building Identification Manual. It replaces the first edition published in March 1970. This manual now incorporates information regarding Illuminated Exterior Building Identification and Major Free-Standing Signage.

Introduction

The purpose of this manual is to provide guidelines for signing System company buildings in the corporate graphics. It is a working tool giving specific information about the kind of signing materials, sizes and finishes to be used.

Building signs are a vital part of visual communications—not just because there are so many, but because they are so highly visible. All Bell System buildings should be appropriately identified unless local codes or security measures dictate otherwise. Consistency of signage throughout the System adds measurably to the impact of our corporate identification program.

Good taste in our building signage is a civic responsibility as well as a corporate asset. Undersignage—too small or insufficient signs—minimizes a communications opportunity. Oversignage abuses it. Because a building sign usually lasts the lifetime of the building, careful planning and adherence to the guidelines in this manual are essential.

Should any questions arise in working with this manual, please direct them to the Engineering Manager—Planning and Design, AT&T, or to the Graphic Design Manager, AT&T Public Relations Department.

General Principles

This first section of the manual deals with the basic principles of effective building signage. There are three important reasons for stressing these fundamentals: First, to review basics so that even those with many years of experience in building signage may gain new insights. Second, to establish a basis for uniformity of signage within System companies. And third, to provide one source of guidelines for all persons responsible for signing Bell System buildings.

There are several factors that help determine the type of sign or signs that should be used on a building. The purpose of the building will indicate the desired strength of identification—a building used by the general public needs stronger identification than a building that simply houses communications equipment. The building's size will have a bearing on the kind and size of the signage. The architecture will effect where and how the sign can be located on the building. The viewing distance will determine how the sign will be perceived.

Signs for a new building should be considered *a part of the initial building design.* In selecting signs for existing buildings, the type of sign used, its size and placement, should be compatible with the architectural design. Signage should be specified only after an examination of the site or building has been made, to assure that all size and visibility factors are considered.

In building signage, the use of the company's logotype or "communications" name shown on page 32, is preferred to the usually longer legal name. Elimination of the words *Telegraph, Company, Inc.*—and in some instances, *Telephone*—in the shorter, colloquial name on your building signs will result in higher visibility and faster recognition.

The company logotypes for building signage have been designed in Helvetica medium lettering—capital initials with lower case. *Company names should never be used in all capital letters.* Also, the Company name (logotype) should never be used without the symbol. The combination of the logotype and symbol thus becomes the Company's "signature," as will be referred to in many instances in this manual.

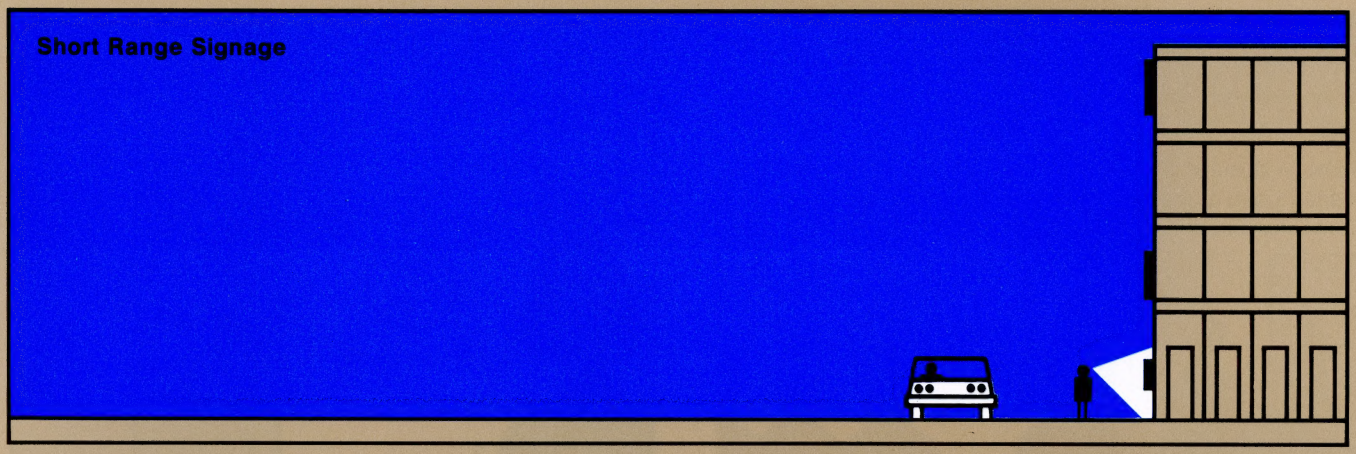
The simplicity and strength of the symbol make it ideal for building signage. It may be used with existing Univers style logotypes, provided they are upper and lower case letters in a size as specified in the chart shown on page 32. This adds a contemporary note and a visual link with the corporate identification program. For any new signs, the bell symbol should be used with your Helvetica logotype. The bell symbol may also be used alone as a major site signage identification, and for long range viewing.

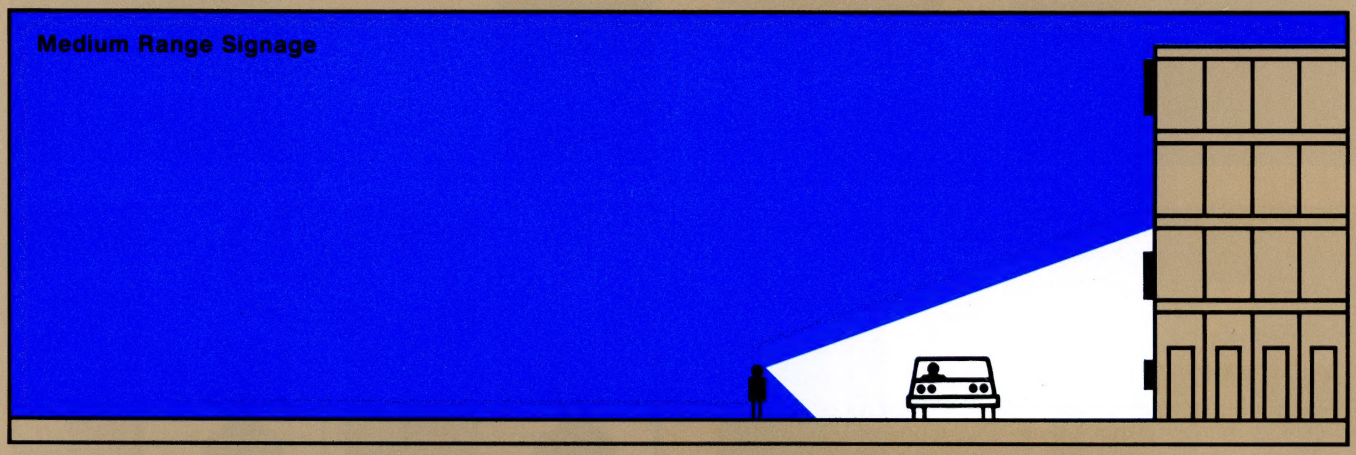
The diagrams on the facing page illustrate the three viewing distance categories basic to all signage.

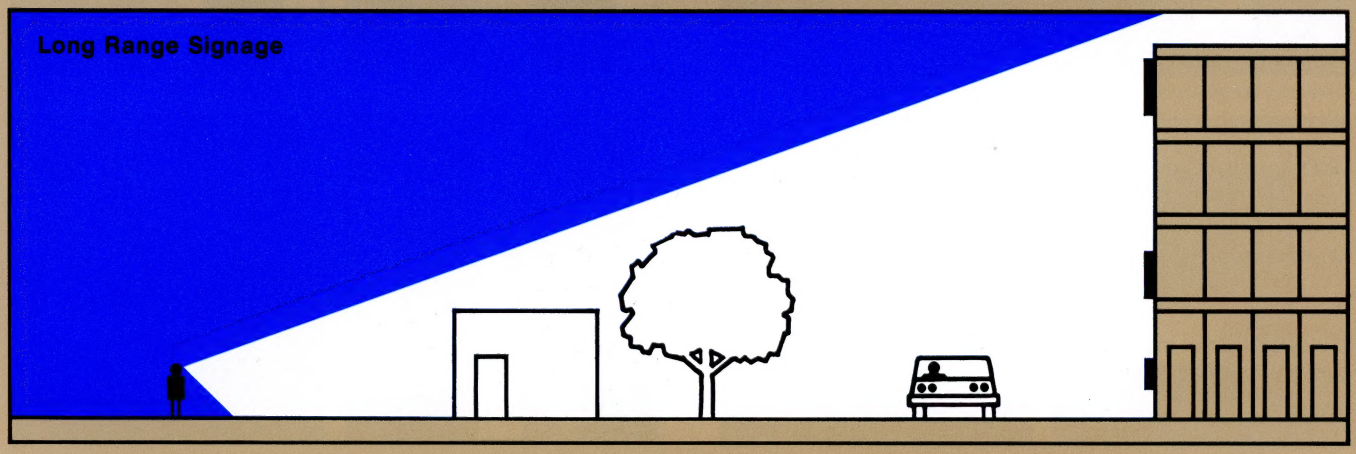
Short range signage is that which is to be read by the viewer in the immediate vicinity. This kind of signage is primarily intended for the pedestrian, although there are some instances where it may be directed to vehicular traffic. Frequently, short range signage is utilized as a reminder or a reinforcement of larger identification appearing elsewhere on a building. Such relatively small signage is also useful for conveying more detailed information than is practicable with a major sign. Plaques and pressure-sensitve die cut markings are commonly used for this kind of small, but highly important, signage.

Middle range signage is the most broadly used, and most broadly varied. It can function for pedestrian traffic—from across a street, or less than a block down the street—and for vehicular traffic passing in close proximity. This category of signage is usually confined to the first or second floor of a building. In our signage system, these signs will most frequently consist of cast metal symbols and logotypes.

Long range signage is intended to be major identification for prominent buildings. Because of their size and importance, signs of this category are sometimes illuminated. Methods of illuminating and lighting signs are described on pages 19 through 21.


Short Range Signage


Medium Range Signage


Long Range Signage

Short Range Signage

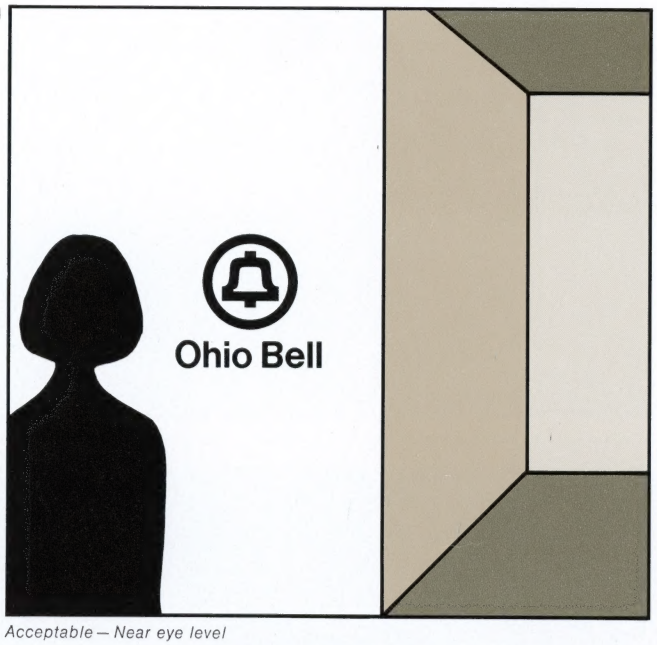
The signs in this category are relatively small, but their size does not preclude their importance. Frequently they are the only identification of a building which is seen by persons passing or entering the building. They may be used to impart more detailed information, such as the purpose of occupancy of the particular building. While there are other possible applications, this category of signage is primarily intended for pedestrian traffic.

Illustration 1

Eye level: It is important that short range signs be placed at or near eye-level; they must communicate their message without requiring the viewer to raise or lower his eyes.

Note: A position 5'6" from ground level to the horizontal center point of the sign is considered to be proper "eye level" for exterior signage.

1



Acceptable – Near eye level

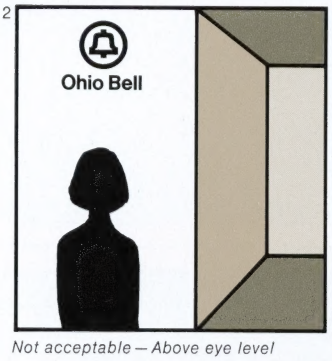
Illustration 2

Height: Small signs placed above eye-level are difficult to read or can be missed entirely when the viewer is close.

Illustration 3

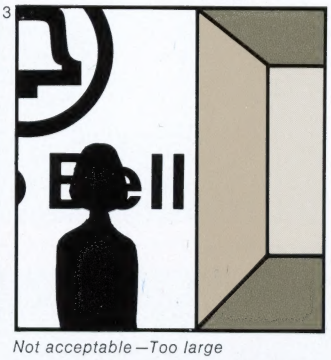
Size: To be easily understood by a viewer in the immediate vicinity, signs must be small enough to be read in one glance. In many instances, over-large signs will detract from, rather than reinforce, the message.

2



Not acceptable – Above eye level

3



Not acceptable – Too large

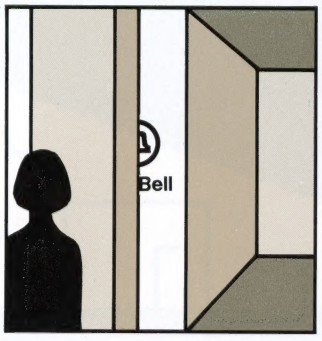
Illustration 4

Obstructions: Careful consideration must be given to avoiding obstacles such as building offsets which may block viewing at a distance from which the sign would otherwise be understandable.

Illustration 5

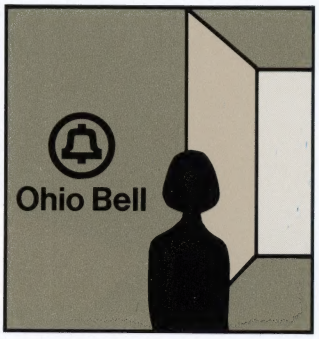
Contrast: Select materials for signs which offer sufficient contrast to the background on which they are placed.

4



Not acceptable – View obstructed

5

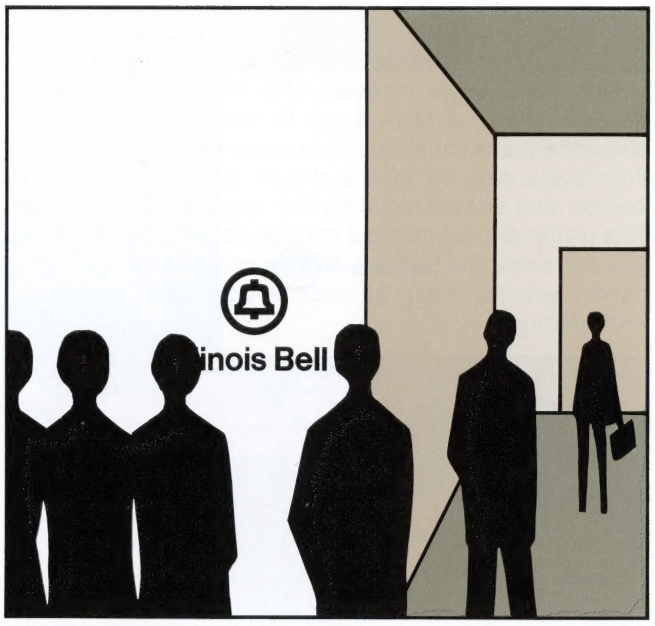


Not acceptable – Insufficient contrast

Illustration 6

Traffic flow: Both the direction of the traffic flow and the type of traffic (pedestrian or vehicular) must be considered. Signs should be placed so that they are seen by the maximum number of people passing or entering the building.

6



Acceptable — Positioned for maximum traffic

Illustration 7

Where possible, signs should be placed at right angles to the dominant traffic flow. This direct line of sight location will make them both more noticeable and more easily read.

Illustration 8

Architecture: Frequently, architectural features such as exterior columns offer such opportunities described in Illustration 7. Or a building may be so situated that the sign may be placed upon a side wall, directly facing traffic.

7

Acceptable — At right angle to traffic

8

Acceptable — Effective use of column

Illustration 9

Recesses: Avoid placing signs in deep or narrow recesses. In situations such as the one illustrated, the passerby is only able to see the sign for a very brief time, and could easily fail to see it entirely.

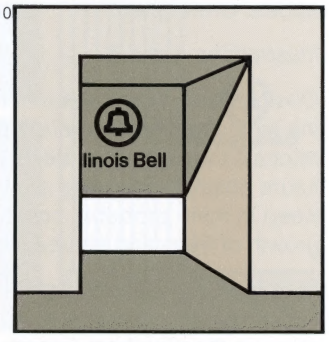
Illustration 10

Shadow areas: A recess in an entrance is also apt to be a shadow area. A sign located there will be difficult to see. It is also difficult to see a sign under a canopy which creates a strong light and shadow contrast.

9

Not acceptable — Recess blocks view

10



Not acceptable — In shadow

Middle Range Signage

For many buildings, middle range signage is the major identification. It is important, therefore, that careful consideration be given to all the factors which contribute to the effectiveness and appropriateness of these signs.

Illustration 1

Line of sight: As demonstrated on page 5, the height of a viewer's line of sight increases when he is further away from an object. Therefore, a sign for middle range viewing should be placed high on first floor walls, or low on second floor levels. When in the line of sight, a middle range sign can be read without requiring the viewer to raise his eyes. This placement will also put the sign above most obstacles which are near the building. Remember, pedestrians and parked vehicles can be as much an obstruction as trees and buildings.

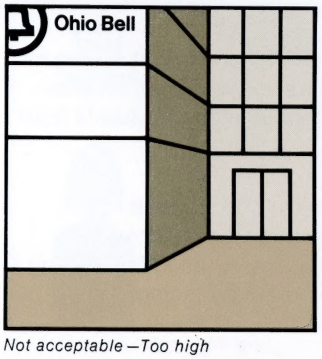
Acceptable – In line of sight

Illustration 2

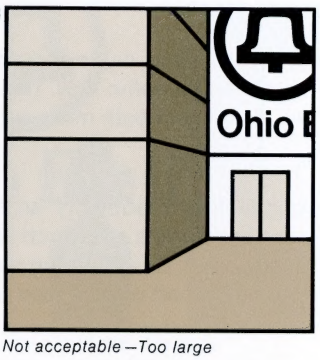
Height: The sign shown here is, of course, too high for middle range viewing. Properly placed, it would be in the line of sight and, consequently, noticed by even those pedestrians not looking for the sign.

Illustration 3

Scale: Consideration should be given to the size of the sign relative to the area upon which it is placed. A sign too large for the appropriate location on the building will appear cramped or crowded. A sign too large for the building on which it is located will tend to make the building appear oversigned.



Not acceptable – Too high

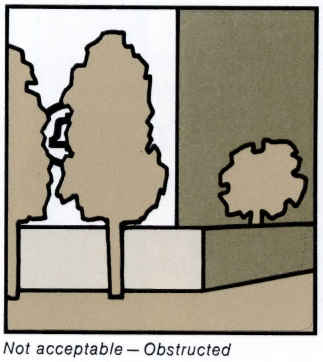


Not acceptable – Too large

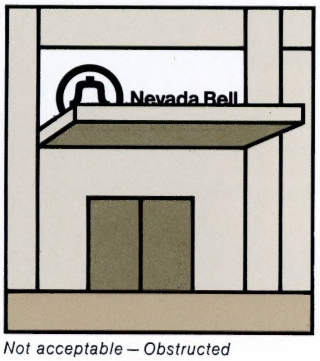
Illustrations 4 and 5

Obstructions: When obstructions that block the sign from the most important viewing point can not be removed, relocate the sign. Consider all viewing angles and possible future obstructions when analyzing signage requirements. Keep in mind probable construction on adjacent property, growth of trees and shrubs, etc.

Buildings themselves sometimes have built-in obstacles. Do not locate signs where portions of the building will obscure the sign from important viewing angles.



Not acceptable – Obstructed

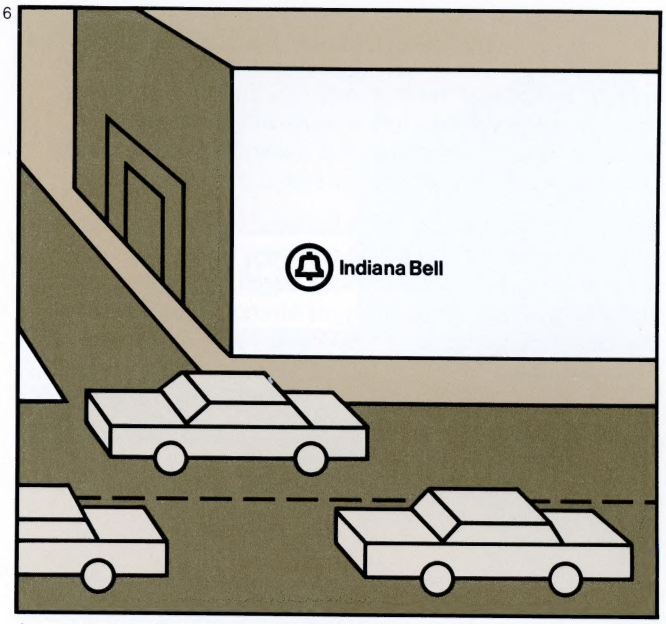


Not acceptable – Obstructed

Illustration 6

Traffic flow: Signs for middle range viewing are frequently directed to both pedestrian and vehicular traffic. Careful consideration should be given to the dominant traffic direction. Placement of a sign which can be seen well from more than one direction is practical in terms of cost and helps to avoid oversigning.

6



Acceptable – Positioned for maximum traffic

Illustration 7

A car roof can obstruct the clear view of a sign from inside the vehicle when the sign is too high on the building. Consider this restricted viewing when placing a sign that will be seen predominantly from vehicular traffic.

Illustration 8

Legibility: The size of a sign and the size of the type must be considered in terms of the maximum distance from which readability is desired. Illustration 3 on the facing page cautioned against signs that are too large for the area on which they are placed; conversely, they should not be so small as to be illegible at middle range. Ideally, the signage should be pre-tested prior to manufacture at the actual site of installation, in the form of a preliminary paper template.

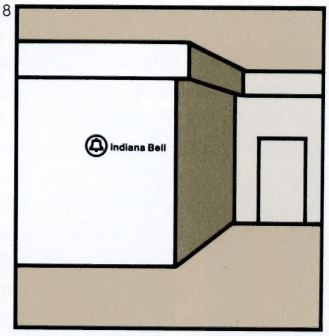
Illustration 9

Background: Signs should always be located on portions of a building where architectural patterns and textures will not compete visually. Select an area to provide good contrast. This is particularly true of cast symbols and letters, as discussed on page 17.

7

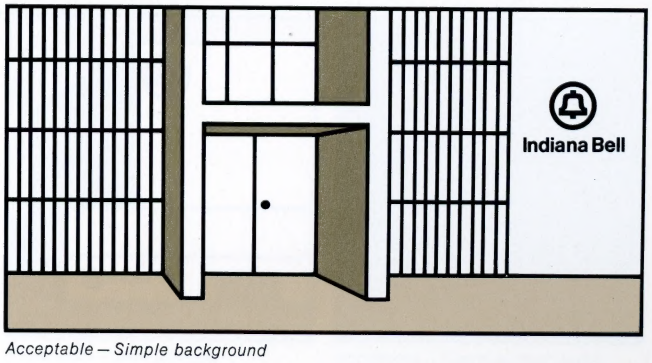
Acceptable – Readable from car

8



Not acceptable –Too small

9



Acceptable – Simple background

Long Range Signage

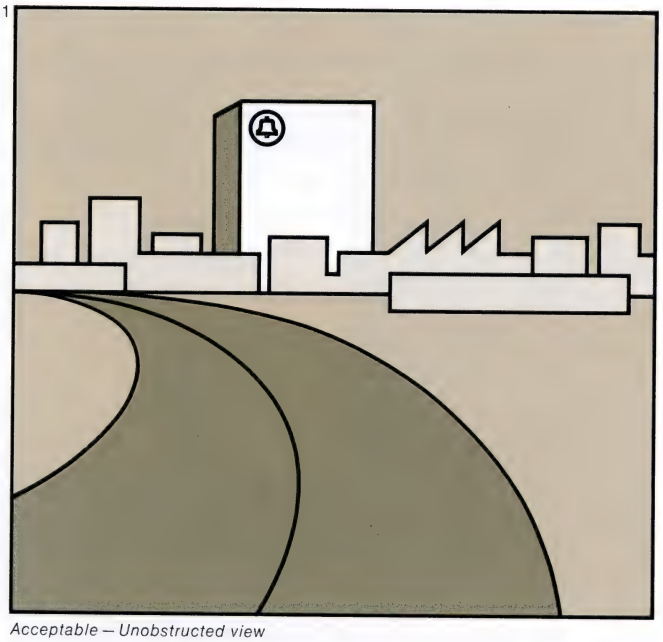
Because they are so prominent, extra attention must be given to the selection and placement of signs for long range viewing. It is important that they be compatible in scale with the architecture on which they are placed, and the neighborhood in which the building is located.

Illustration 1

Location: Most frequently, long range signage should be located well above the first story of a building. As shown on page 5, the viewer's line of sight will comfortably include higher elevations from a distance, making it easy for the viewer to see and comprehend the identification.

When the distance at which a building is seen is great, it is often impractical to use the company name in a size large enough to be read. In these cases, the bell symbol alone may be used effectively. Its strength and simplicity are ideal for signage. Its presence will signal *the telephone company* in your area. Supplemental signage is also to be utilized, as described under Medium and Short Range Signage.

1

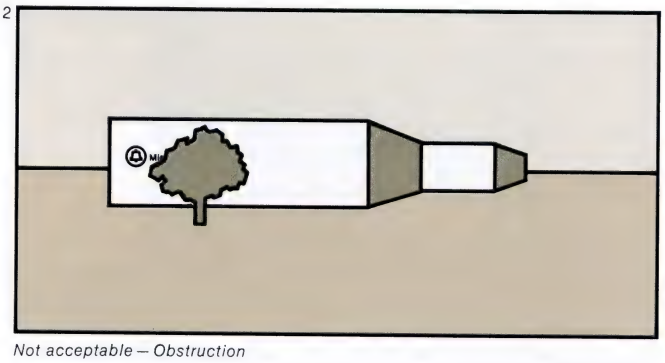


Acceptable – Unobstructed view

Illustrations 2 and 3

Distance and position of obstructions: Trees, or other obstructions which are close to the building being signed, will inhibit viewing from more angles than an obstruction located further away. In Illustration 2 on the right, the tree obscures the sign from passing vehicles for a greater length of time than the tree in Illustration 3. Therefore, the sign location in Illustration 2 is unacceptable because of the position of the tree, while the *same* sign location in Illustration 3 is acceptable. The solution for Illustration 2 would be to place the sign on the right corner of the building.

2



Not acceptable – Obstruction

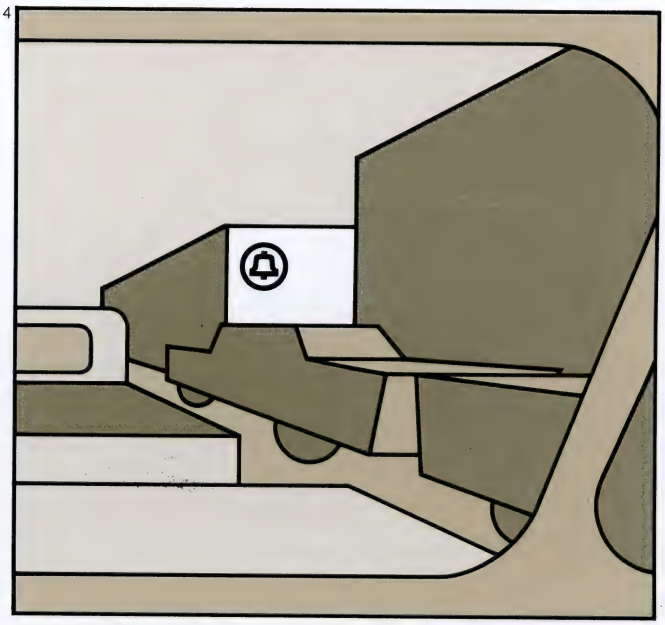
3

Acceptable – No obstruction

Illustration 4

Traffic flow: Signage for long range viewing can frequently be seen by both pedestrian and vehicular traffic. The problem of automobile roofs obscuring such signage from the occupants is lowered in direct proportion to the viewing distance. Therefore, in locating the sign on the building, consideration must be given to the direction of the dominant vehicular traffic flow as well as the line of sight of pedestrians.

4



Acceptable — Seen by both vehicular and pedestrian traffic

Illustration 5

Approach lines: In long range signage, the viewer has a longer time to see the sign as he nears the building. Where possible, signs should be located to take advantage of this factor.

Illustration 6

High-rise structures: In urban situations, other buildings frequently obscure parts of a building from all angles, making long distance signage relatively ineffective.

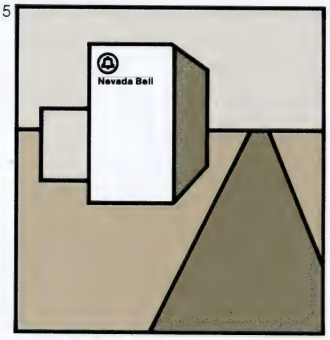
Illustration 7

Dual signage: The problem of communicating with both nearby pedestrians and far away vehicles is best solved by utilizing short or middle range signs in conjunction with a long range sign. In the situation illustrated, a logotype at the top of the building could not be read unless the letters were very large. When this is impractical, the bell symbol alone becomes the identifier.

Illustration 8

Illumination: When nighttime traffic is sufficiently heavy to warrant the expense, illuminated or back-lit signs can be very effective for distant viewing.

5

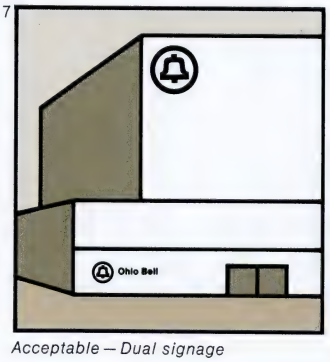


Acceptable — Facing major traffic

6

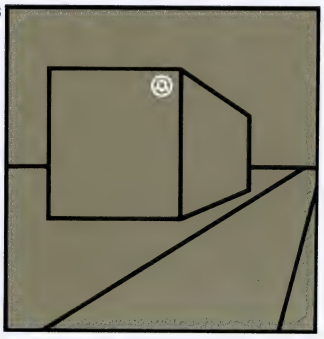
Not acceptable — Obstructed view

7



Acceptable — Dual signage

8



Acceptable — Effective illumination

Examples of Exterior Signage

The photographs below are actual examples of Bell System signs showing cast symbols and logotypes, the plaque system and pressure-sensitive signs on glass.

The consistency of design from one type of signage to another and from one company to another is readily apparent. It is this uniformity that unites the Bell System visually.

Illustration 1

Preferred signature arrangement: The company signature —symbol and logotype—should be used in the arrangements shown on this page. However, the preferred arrangement and the one most applicable to signage is the symbol to the left of the logotype. For company names that can be arranged in a two or three-line logotype, see the chart on page 32. The preferred size relationship of symbol to the height of the capital letter in the one-line logotype is 3:1. The distance between the symbol and logotype is controlled and will be shown on templates supplied with signs. The preferred size relationship of symbol to the height of the capital letter in the two-line horizontal logotype is 4:1...and approximately 5:1 for a three-line horizontal arrangement.

1

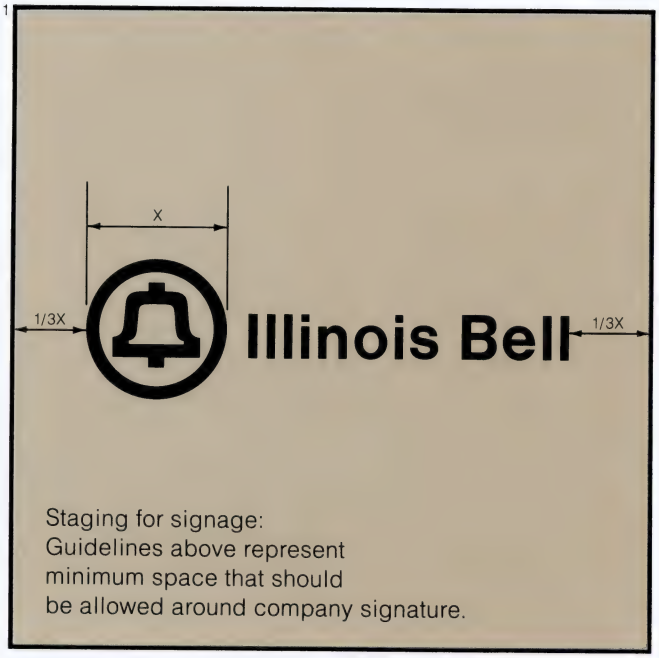


Illustration 2

Acceptable size variations: Letters larger than the 3:1 ratio should *not* be used. Where space will not permit, or more emphasis on the symbol is desired, letters *smaller* than this ratio may be used. However, the size difference between symbol and logotype must never be extreme.

Illustration 3

Centered format: The centered signature format is useful in many signage situations; particularly when space allows for the use of the logotype in one line. This format may also be used for two or three-line logotypes.

Illustration 4

Flush left format: The flush left signature format will function well as a sign, particularly where space is limited. This configuration also provides a vertical format for logotypes of more than one line (see chart on page 32).

Illustration 5

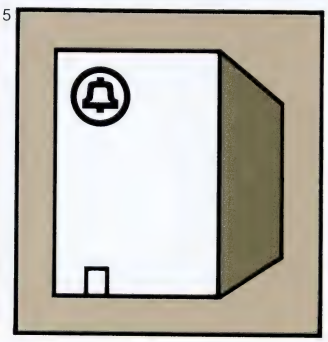
Symbol alone: Cast bell symbols, either illuminated or not, are highly effective alone and may be used without a logotype.

2

3

4

5



Cast Symbols and Letters

Castings of the bell symbol and letters for company logotypes are available from Western Electric in the sizes shown below. (Prices and ordering information are to be found in Engineering Letter 659). Other sizes are available on special order.

While symbol castings will be made available in finishes to match existing Univers cast logotypes, new signage castings—symbols and logotypes—should be used in three finishes only: (1) natural bronze, (2) brushed aluminum and (3) matte black. Details regarding the lengths of company logotypes, thickness, etc. are contained in the charts on pages 31 and 32.

Cast metal sign elements can be highly effective in many kinds of signage situations, from short to long distance, against many kinds of backgrounds. The following is a description of guidelines for their use.

Illustration 1

Symbols: The bell symbol has been produced in the sizes indicated, for coordinated use with the letters described below, or for use alone. The thickness of the casting varies according to the diameter of the circle, (see chart on page 31).

1

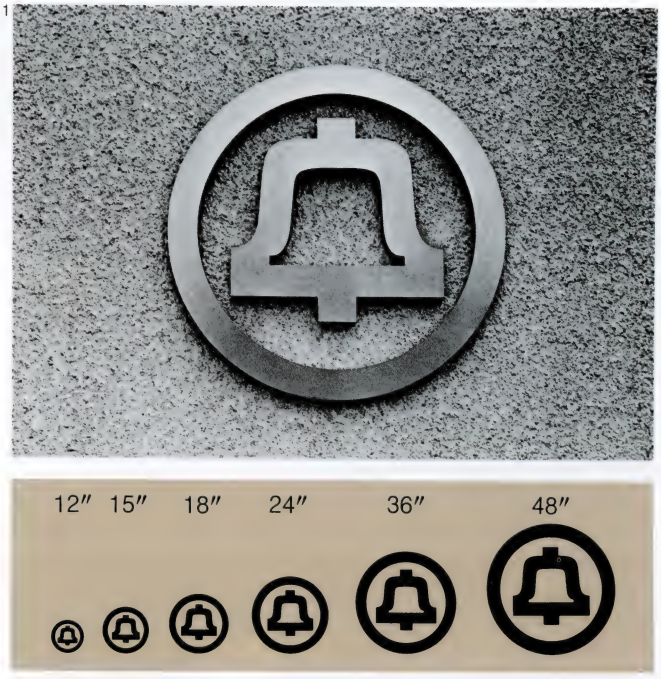
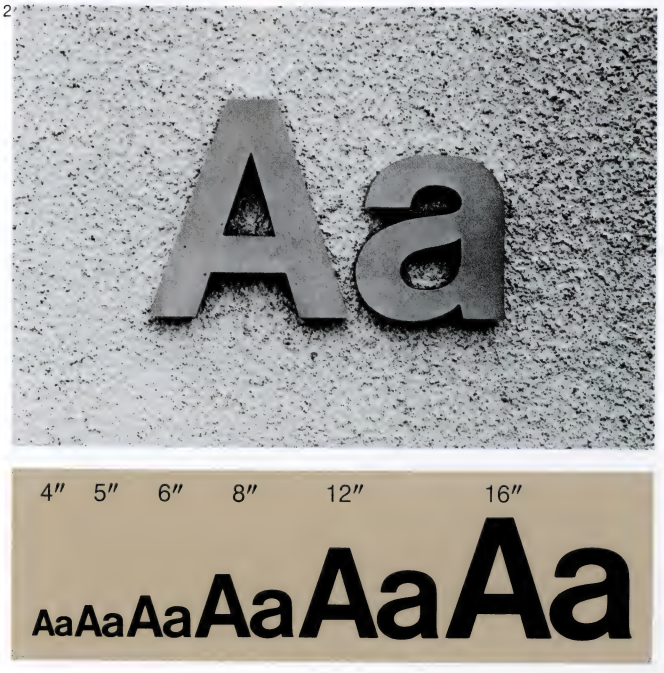


Illustration 2

Letters: Letters for company logotypes have been cast in sizes appropriate to available symbol sizes. Logotype castings come with templates for drill holes, alignment and letterspacing. To assure accuracy in the symbol/logotype relationship and proper letterspacing, *these templates must be used in mounting the sign.*

2



Applications of Cast Symbols and Letters

Illustration 1

Distance from wall: Symbols and letters should not be mounted more than ¼" from the wall. A logotype or symbol placed too far from a surface can be difficult to read in strong light. In Illustration 1A, the shadow created is acceptable. Illustration 1B demonstrates the long shadow cast by an oblique light when the letters protrude too far from the wall. The ¼" space will prevent excessive shadows yet it is sufficient for drainage behind the castings.

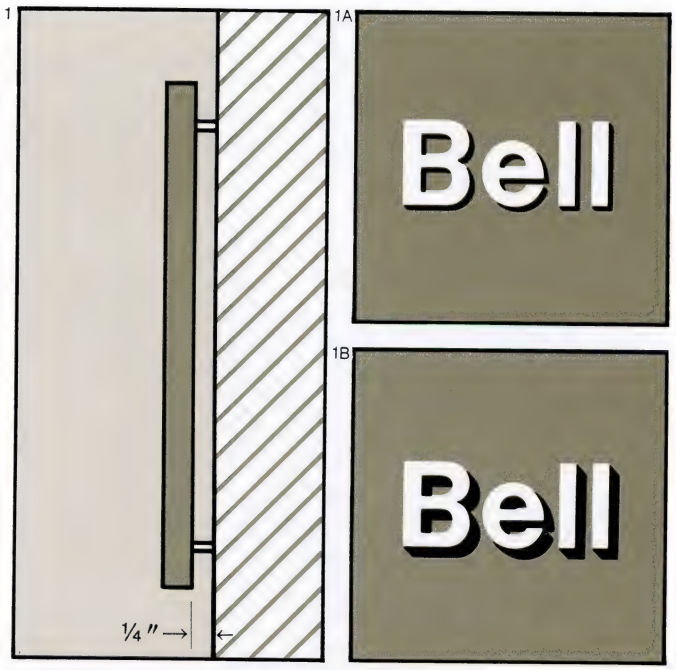


Illustration 2

Proper letterspacing: The templates provided with the cast letters for logotypes have been designed to make the sign easy to read from any angle with a minimum of shadow interference. Use of the template also assures proper alignment of the letters. Templates should be followed precisely.

Illustration 3

Do not add extra space between letters. This would fragment the logotype and destroy the unity of the signature.

Illustration 4

Symbol first: In the horizontal use of the signature (symbol and logotype) the symbol must always precede the logotype. *The example shown is unacceptable.*

4

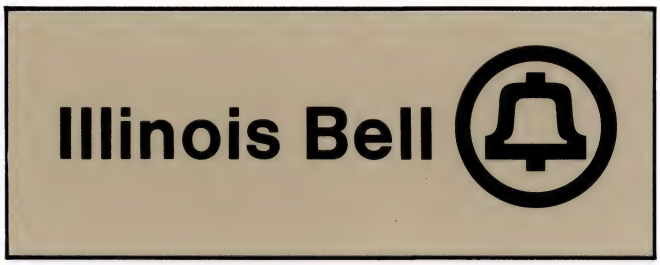


Illustration 5

Don't break logotype: Do not interrupt the logotype with the symbol or any other graphic device. The only acceptable signature arrangements are described on page 14.

5

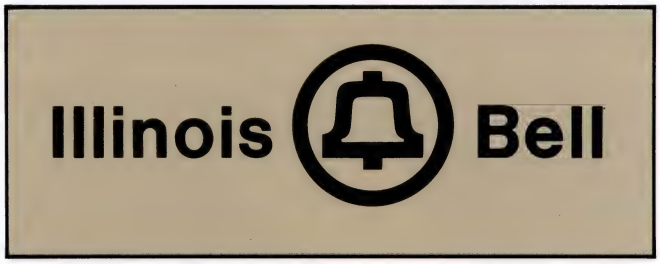


Illustration 6

Don't break signature: Do not interrupt the signature—symbol and logotype—with other graphic devices, nor add extraneous elements.

6

Illustration 7

Background interference: Logotypes placed on material with a pattern are difficult to read when the letters are too small. This problem usually can be corrected by the use of a larger signature.

7

Illustration 8

Insufficient contrast: The three recommended finishes for castings—brushed aluminum, natural satin bronze and black—provide a range of contrasts for most surfaces. Select the finish which offers the best combination of color and contrast for the background on which the sign will be placed.

8

Installation of Cast Materials

Adhesive, mounting studs, and a paper template for completing the installation are furnished with each order from Western Electric. The paper template indicates the proper spacing between the bell symbol and the logotype, the proper spacing between the characters in each logotype and the location of the stud positions on the castings. The mounting methods are shown below.

Illustration 1

Solid masonry walls: Install studs into tapped lugs on back of letters or symbol. In corresponding positions indicated by the template, drill holes approximately 2″ deep into masonry. Fill holes with the adhesive and press studs projecting from back of letters into cemented filled holes. Be sure the letters are no more than ¼″ from the wall.

1

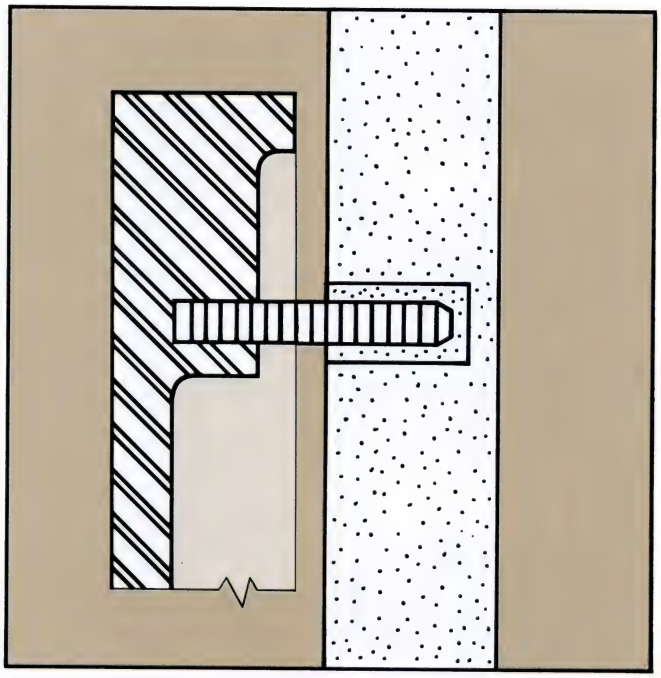
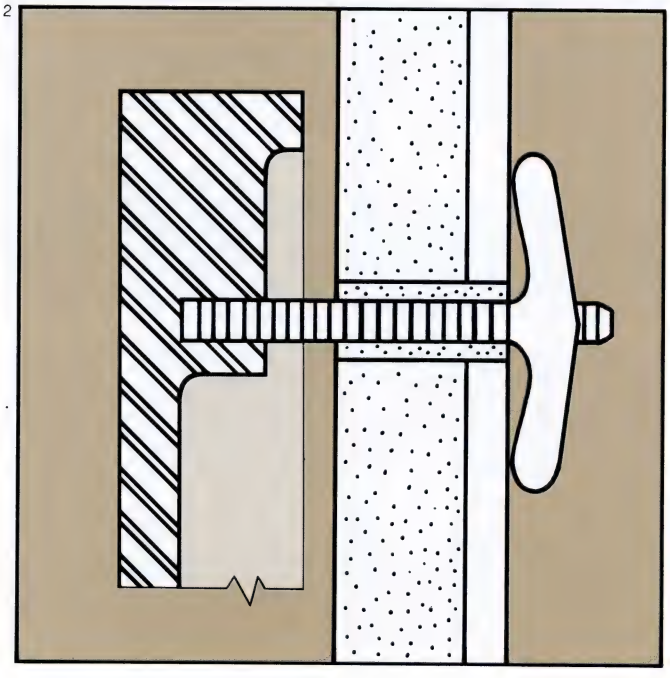


Illustration 2

Hollow walls: Use toggle bolts (to be supplied by installer) instead of studs for hollow tile wall, curtain wall and wood framing construction.

2



Illumination

When nighttime traffic and the physical aspects of a building warrant, backlighting or accent lighting of a sign is recommended. On major buildings, large letters and symbols can be constructed for neon backlighting. Shown here are some generally used methods for accent lighting.

Wherever possible, the lighting source should be concealed. Floodlights should be adjusted to create a soft mood illumination, with the wall completely washed in light. Where it is not possible to wash the entire wall, light as large an area around the sign as possible. Do not light just the sign. For an even spread of light, always use more than one floodlight at different angles.

Illustration 1

Trees and shrubbery near the wall are ideal for concealing floodlights.

1

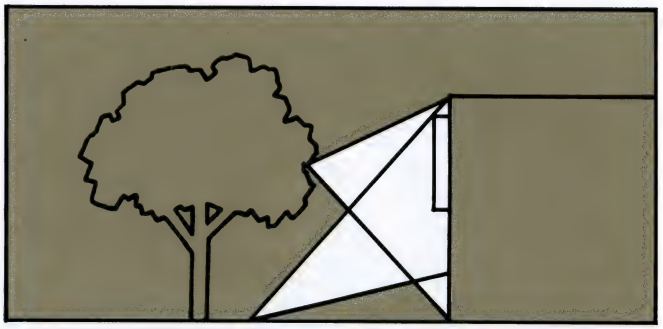


Illustration 2

Existing light poles may be used. However, it is not desirable to construct poles for this purpose.

2

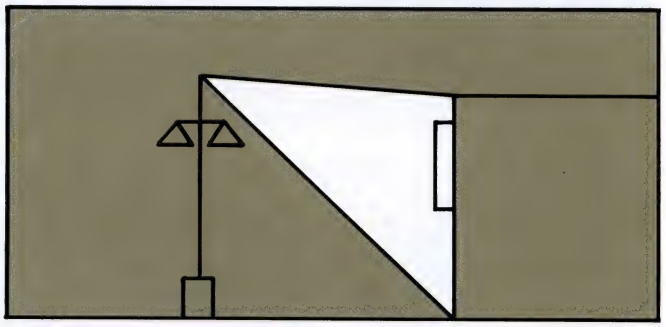


Illustration 3

Floodlights can frequently be concealed under a roof overhang.

3

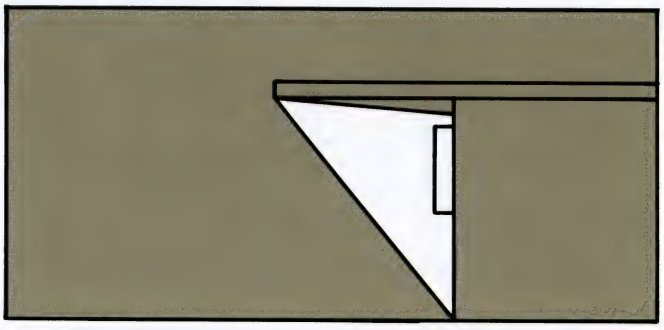
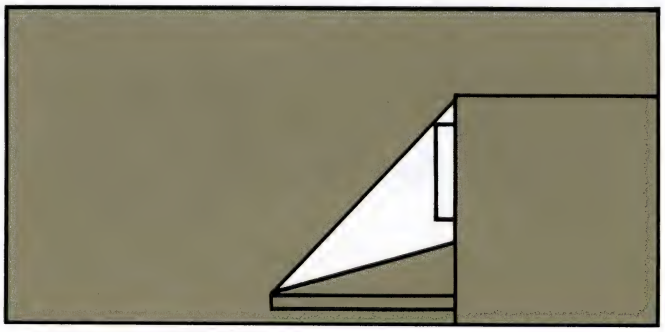


Illustration 4

A canopy offers good concealment for floodlights, under the proper circumstances. Signage may be positioned over a canopy only when it can be raised to a high enough level so that its visibility will not be obscured at important points of viewing. Illustration 4 illustrates good positioning.

4



Illuminated Exterior Building Identification

Illustration 1

The problem in reproducing the bell symbol within a circular shape is the white margin outside the circle of the bell. The white is necessary to set off the blue or black symbol at night. When the margin becomes too wide, it also becomes a design element so that the bell symbol appears to have two circles. Minimize the outside circular margin, always keeping it less than half the thickness of the stroke of the circle.

Letters and symbols cut without the proper template, equipment, or quality control will vary from sign to sign. Grids have been prepared for the Companies to provide to their sign contractors. These grids are available from the Engineering Manager—Planning and Design, AT&T.

1

Illustration 2

The color of the building itself determines the color of the external signage. Illustration 2 demonstrates a white symbol and characters on a blue or black background.

2

Illustration 3

On rectangular signs be sure to allow sufficient open space for proper staging of the symbol and logotype. Allow a minimum of one-third the diameter of the bell symbol at the top, bottom, and side.

These basic sizes will vary depending on the viewing distances required.

3

Internally illuminated plastic faced signs are frequently used by System companies for building identification. There are three basic shapes of signs to be considered as part of this system:
1. Circular type (Fig. 4) when the bell symbol only is to be used, because there is other signage identification already installed or planned. Use blue or black symbol against a white background.
2. Square shape (Fig. 5) to carry a bell symbol and company logotype.
3. Rectangular shape (Fig. 6)—based on a double square—also to carry the bell symbol and company logotype.

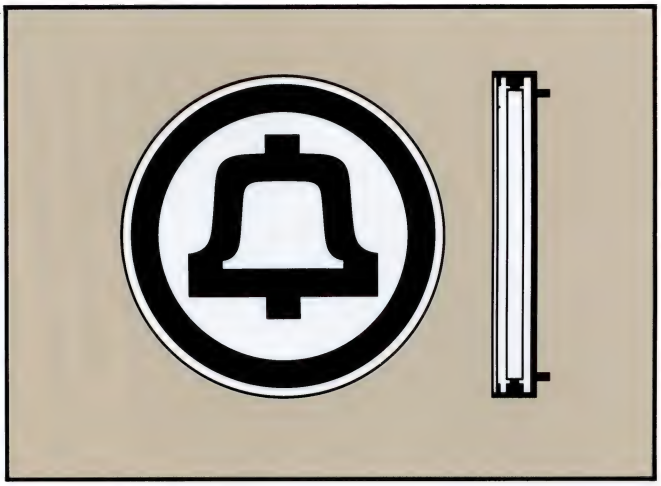
The decision whether to use the square shape sign or rectangular shape sign is determined by the space available and the length of the company name.

Here are several basic points to be considered with your supplier when ordering this type of signage:
1. Onto what mounting surface will the sign be installed?
2. What are the local signage codes?
3. Check building electrical availabilities where signage is intended to be installed.
4. Have signage supplier provide a full size layout of the intended sign prior to fabrication. This can be done on paper. View the paper layout as close to the site of installation as possible.

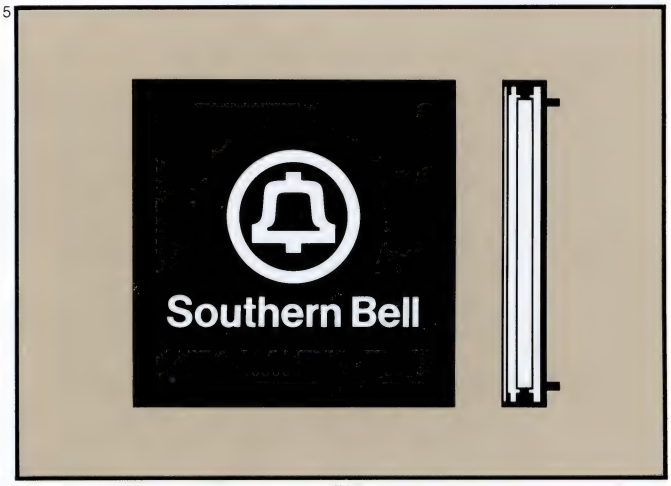
Basic materials generally employed in this type of signage are anodized aluminum or steel for the container body with an acrylic plastic or fiberglass face cover. The signage supplier employed will be most influential in the development of proper materials and installation specifications.

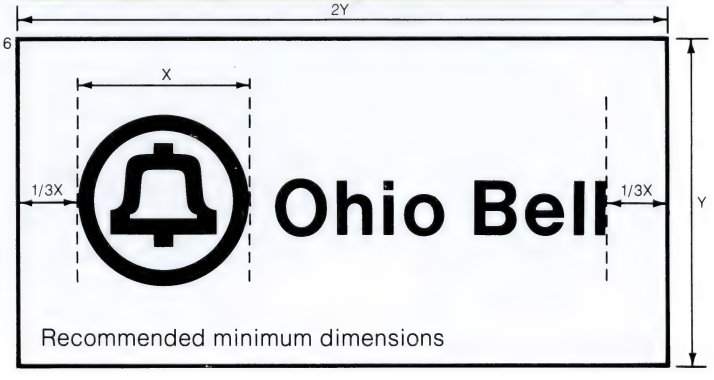
Recommended methods of reproducing copy and symbol on Illuminated Exterior Building Signage:
a. Silk Screen—from photo stencils (not hand-cut).
b. Die-cut pressure sensitive vinyl letters.
c. Dimensional acrylic plastic letters.

4



5





Metal Plaques

Metal plaques are widely used by System companies to identify a variety of buildings. So, it is important for this major form of visual communication to use the graphics of the Bell System Corporate Identification Program. A plaque design is shown below. Its contemporary design will enhance both modern and traditional buildings.

The plaque signs are cast in aluminum and in bronze in two sizes: 14″x28″ and 18″x36″. Two finishes are available: (1) a matte-black enameled background with brushed aluminum borders, letters, and symbol, and, (2) a medium bronze background with natural satin-bronze finished borders, letters, and symbol. These plaques are available on standard order from Western Electric. Prices and ordering information are to be found in Engineering Letter 659-1.

The Modular Plaque System

The plaque design is modular in appearance. Nevertheless, it is manufactured as a one-piece unit. The modularity of design permits a choice of horizontal or vertical formats with company logotypes and a variety of informational legends. The five basic module combinations are described below and illustrated on this page. The proper list number should always be used for identification in ordering. No other formats of plaque design are authorized.

Plaque Module Combinations:

List No.	*Format*	*Modules*
(1)	Vertical	Symbol, logotype
(2)	Vertical	Symbol, logotype, informational
(3)	Horizontal	Symbol, logotype
(4)	Horizontal	Symbol, logotype, informational
(5)	—	Bell symbol only

Informational module: The four legends available on this module in both vertical and horizontal formats are Business Office, Employment Office, Plant Department, and Public Office. Other legends can be obtained on special order to Western Electric.

Symbol only: The Number "5" module may be used alone for "reminder" identification that says *Bell System.*

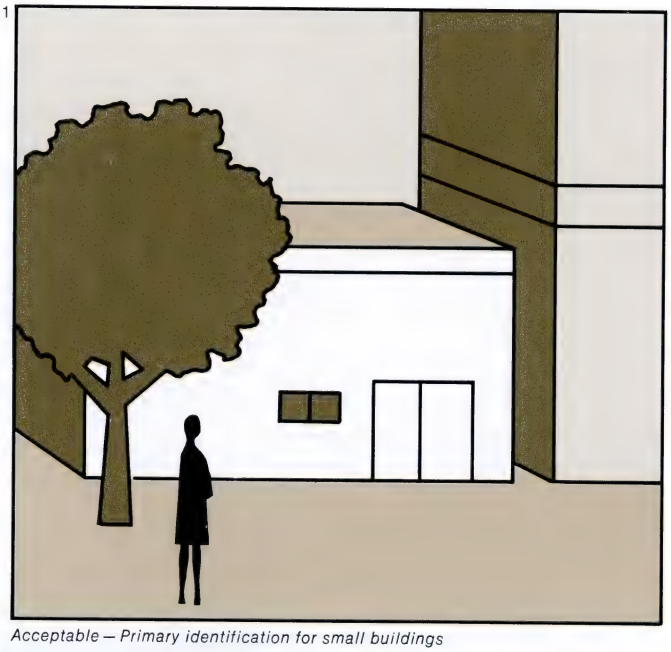
Plaque Applications

The major function of plaque signage is to provide identification at eye level and predominantly to pedestrians. The modular plaque design is highly visible. The large bell symbol and the legibility of the logotype make the plaque particularly well suited for small buildings where it will be used for primary identification. The modularity allows for both company and building identification. Below are guidelines for the effective use of plaques.

Illustration 1

Type of building: For many small buildings the plaque is sufficient signage for the entire structure. Where these buildings are single-purpose buildings, such as a public office, the information module should be included in the plaque system. On larger buildings, plaques generally should be used for supplemental identification only.

1

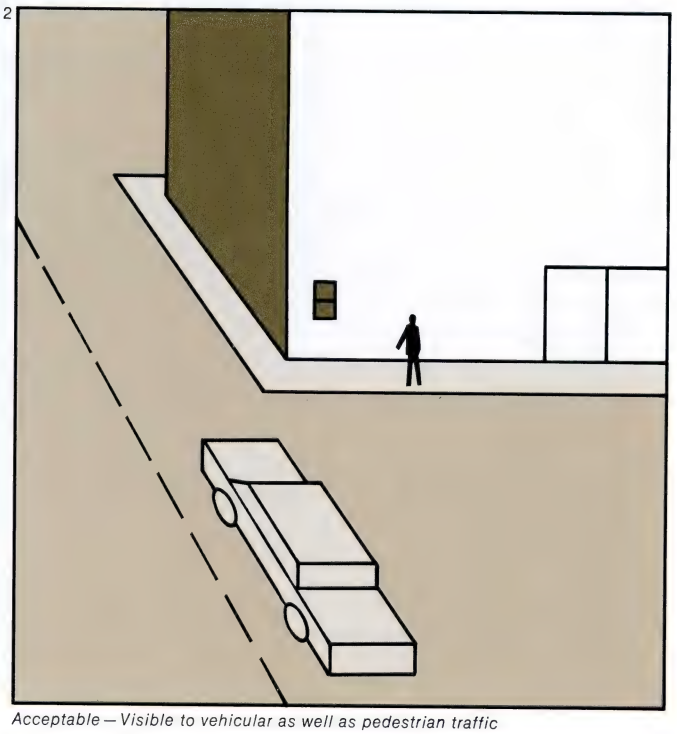


Acceptable — Primary identification for small buildings

Illustration 2

Placement: Plaques are intended primarily for pedestrian traffic. However, in some situations they can also be read from passing or parked vehicles. When placing the plaque on the building, consider the type of traffic intended to see it. In this illustration, the plaque placed at the corner of the building is seen by pedestrian traffic — but it is also seen by oncoming vehicular traffic that otherwise might miss a plaque alongside the door. Plaques should be flush mounted and always placed at eye-level to a pedestrian.

2



Acceptable — Visible to vehicular as well as pedestrian traffic

Illustration 3

Secondary identification: A plaque is useful as secondary identification to supplement the major building sign for short range viewing. This is particularly true on large buildings. It is also an excellent solution for identifying a building on a side that does not receive maximum traffic flow. On a large building, more than one plaque may sometimes be used effectively. The symbol unit alone may be used as a "reminder" for secondary identification.

3

Acceptable — Used as secondary identification

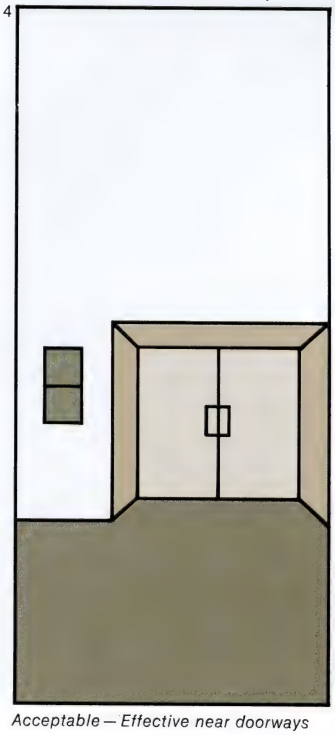
Illustration 4

Near doorways: Plaques are highly effective near doorways. In this location, they may serve as either the only identification or as reinforcing identification for the entire building. Also, specific information about the building or entrance way can be communicated. Be sure, however, to use a plaque finish compatible with the architectural materials of the building. For example, do not use a bronze plaque when the building's architecture includes aluminum mullions and columns.

Illustration 5

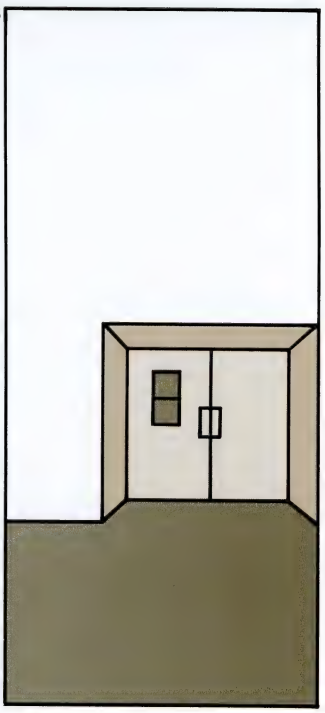
Not on doors: Do *not* place cast metal plaques on solid doors. They are too heavy and too bulky for this purpose and the sharp edges might cause accidents. If it is necessary to have a sign on a solid door, a light weight material or a painted sign using the Bell System graphics should be used. Pressure sensitive identification (described on pages 28 and 29) applied to a clear plastic sheet, can be utilized here. Generally, this will be less expensive than a painted sign.

4



Acceptable — Effective near doorways

5



Not acceptable — Placed on doors.

Major Free-Standing Signage

This form of signage is also referred to as "site signage", however, it is oftentimes as akin to the design and utilization of the structure as the building itself. The considerations relative to the development of free-standing signage are very often part of the architect's consultation function when a new building program is underway. Major free-standing signage should be part of the early considerations given to the utilization of the building and its site, and should not be an "appendage" to be contemplated at a later date. Besides the usual decisions that must be made regarding land contouring and landscaping, careful appraisals must be made during the pre-construction phase related to the flow of street-traffic, to the positioning and identification of major entry areas, and to the requirements for nighttime illumination. All of the above have an influence on building identification, and, if the land area is adequate and the circumstances appropriate, then major free-standing signage can be utilized.

Shown on these facing pages are examples of major free-standing site signage, all of which represent application of basic guidelines stated below. Questions pertaining to this signage should be directed to the Engineering Manager—Planning and Design, AT&T, or to the Graphic Design Manager, AT&T.

There are several circumstances that might prevail to indicate that the structure would be served best by free-standing signage, which would be reinforced by short range identification affixed directly to the exterior of the building:

1. The building is set back to a considerable distance from the street that carries pedestrian and vehicular traffic.

2. The exterior design of the building does not provide a satisfactory surface for mounting signage.

3. The use of a major free-standing sign might be considered advantageous to add distinction to the building (in the case of a major headquarters structure) in keeping with the architectural and land development atmosphere.

Basic Guidelines: Here are several basic guidelines that will contribute to the development of effective major free-standing signage:

1. The signage should be in harmony with the building—in scale, materials and color.

2. In the case of a large building, a sculptural approach can be taken. This should not look like a "monument." In residential areas, a more discreet yard sign is adequate and appropriate.

3. The same guidelines as recommended for the size of identification elements, the materials and colors of *wall-mounted signs* should be applied here. For example, the symbols and logotypes should be produced in one of the three approved finishes:
(a) natural bronze, (b) brushed aluminum and, (c) matte black.

4. The company logotype and bell symbol should be properly staged on the signage area. Free-standing signs present the best opportunity to provide sufficient staging for the identification graphics. A schematic drawing that clearly indicates the proper staging of company identification graphics (signature) is to be found on page 14 of this manual.

5. Check all local codes and regulations pertaining to the placement, construction and illumination of on-site signs.

Pressure Sensitive Identification

Symbols, company logotypes and certain supplemental identification are available on pressure sensitive vinyl in the Bell System graphics. These building markings are intended for application to interior surfaces of windows and glass doors in lieu of hand painted signs. Pressure sensitive identification may be ordered from Western Electric in the following colors: Bell Blue, white, gold, brushed aluminum and black. Ordering information is to be found in Engineering Letter 700. The manufacturer's application instructions are included with the markings. The pressure sensitive bell symbols are available in four sizes: 3″, 6″, 9″ and 12″ diameters.

Company logotypes in typeface Helvetica Medium are available in 1″, 2″, 3″ and 4″ sizes. The letters are prespaced and aligned on the application tape. For one-line logotypes the preferred size relationship of the symbol to the logotype is three to one (outside diameter of the symbol to the capital letter height of the logotype). For two-line logotype arrangements use a symbol size approximately four to one...and approximately five to one for a three-line arrangement. See the chart on page 32 for logotype lengths on pressure sensitive strips. The guidelines for acceptable signature arrangements are as described for cast symbols and logotypes on page 14.

Illustration 1

Contrast: Because the surfaces on which pressure sensitive identification is placed are always transparent, consideration must be given to the lighting and other visible elements behind them. The white, gold and aluminum markings will function most effectively when the area behind them is darker than the area in front. When the area behind the door or window is well lighted, use the dark colored markings—preferably the black.

1

Illustration 2

Size: Select sizes appropriate to the area on which the markings will be placed. Also, consider the distance at which the information should be legible. However, avoid crowding on the door as shown in this illustration.

2

Illustration 3

Supplemental identification: Frequently supplemental identification will be placed on the same or adjacent surface to the signature. This additional information is made available in Helvetica Light, capital and lower case letters. Sizes selected should have a capital letter height no larger than a lower case letter "e" of the logotype with which the supplemental identification is used. Also, this identification strip should not be any closer to the signature than the diameter of the symbol.

3

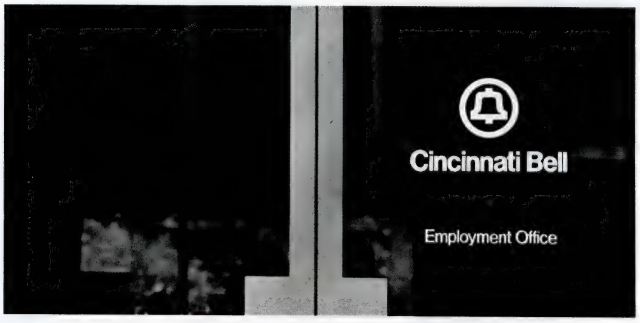
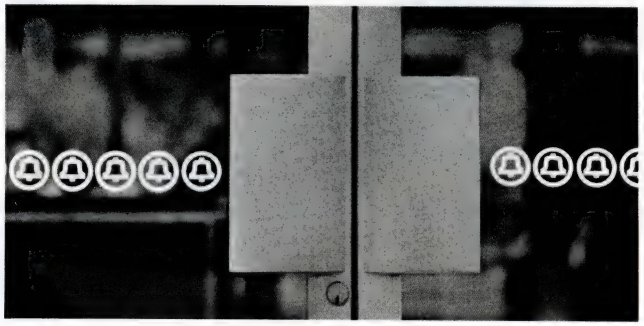


Illustration 4

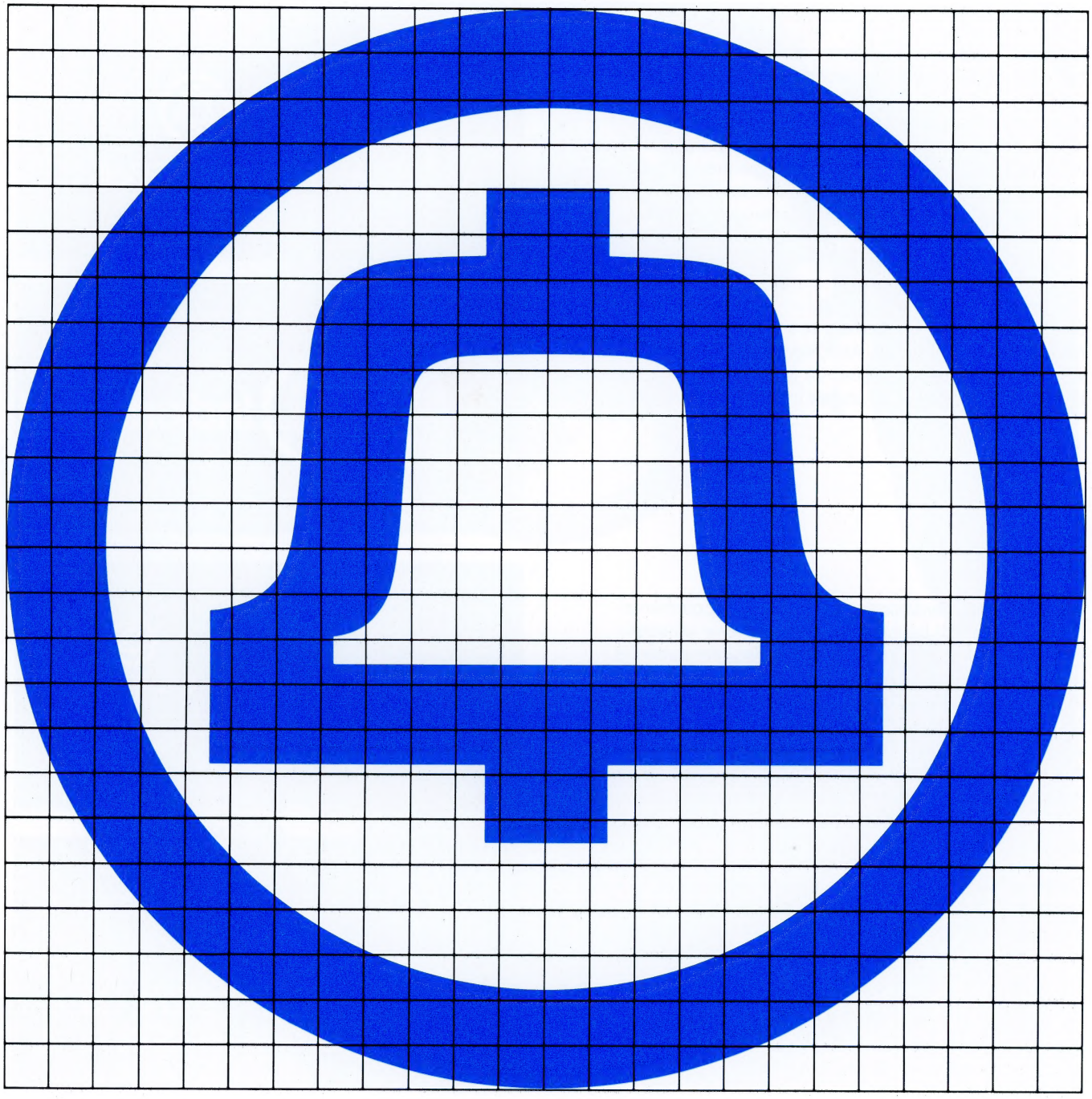
Safety strip: A 40" pressure sensitive strip of 2½" bell symbols is available for use on transparent doors for both safety and decorative purposes. They must always be horizontal and where possible centered on the door.

4



Bell Symbol Grid Pattern

The grid pattern below is intended for reproduction of the symbol on hand painted signs, construction fencing, water towers or exhibits. To maintain the proper relationship of the bell to the circle and the thickness of the stroke to the size of the symbol, the grid should be followed as accurately as possible. The table on the facing page gives data for standard symbol sizes. Additional drawings of the symbol grid pattern are available from the Engineering Manager—Planning and Design, AT&T.



Metal Symbol and Logotype Sizes

Symbol Size in Inches			Logotype Size in Inches		
Diameter	**Width of Stroke**	**Depth of Stroke**	**Cap Height**	**Width of Stroke**	**Depth of Stroke**
12	1⅛	⅜	4	13/16	⅜
15	1 13/32	7/16	5	1 1/64	7/16
18	1 11/16	9/16	6	1 7/32	9/16
24	2¼	¾	8	1⅝	¾
36	3⅜	1⅛	12	2 7/16	1⅛
48	4½	1½	16	3¼	1½

Note: Up to 48″ diameter, the symbol for a two-line logotype should be one size larger than shown. For a three-line logotype it should be two sizes larger.
For symbols larger than 48″ diameter, two-line logotype should be one-fourth the outside diameter of the symbol—three-line logotypes should be one-fifth the outside diameter.

Lengths of Company Logotypes

Logotype Cap Height	Cast Logotype Length						Pressure Sensitive Logotype Length			
	4″	5″	6″	8″	12″	16″	1″	2″	3″	4″
AT&T	1′0″	1′3″	1′6″	2′0″	3′0″	4′0″	2½″	5½″	8″	10½″
AT&T Long Lines	3′6″	4′5″	5′3″	7′0″	10′6″	14′0″	9″	18″	27″	36″
* AT&T/Long Lines	2′5″	3′0″	3′8″	4′10″	7′3″	9′8″	6½″	12½″	18½″	24½″
Bell Laboratories	3′11″	4′11″	5′11″	7′10″	11′10″	15′8″	9½″	19″	28½″	38″
Bell of Pennsylvania	4′6″	5′8″	6′9″	9′0″	13′6″	18′0″	11″	22″	33″	44″
Cincinnati Bell	3′3″	4′1″	4′11″	6′6″	9′10″	13′0″	8″	16″	24″	32″
C&P Telephone	3′6″	4′5″	5′3″	7′0″	10′6″	14′0″	9″	18″	27″	36″
Diamond State Telephone	5′11″	7′5″	8′11″	11′10″	17′10″	23′8″	15″	29½″	44½″	59″
* Diamond State / Telephone	3′5″	4′4″	5′2″	6′10″	10′3″	13′8″	8½″	17½″	26″	34½″
Illinois Bell	2′5″	3′0″	3′8″	4′10″	7′4″	9′8″	5½″	11½″	17″	22½″
* Illinois / Bell	1′6″	2′1″	2′6″	3′4″	5′0″	6′8″	3½″	6½″	10″	13″
Indiana Bell	2′7″	3′3″	3′11″	5′2″	7′10″	10′4″	6½″	12½″	19″	25″
Michigan Bell	3′0″	3′9″	4′6″	6′0″	9′0″	12′0″	7½″	15″	22½″	30″
Mountain Bell	3′1″	3′10″	4′6″	6′2″	9′0″	12′4″	7½″	15½″	23″	30½″
Nevada Bell	2′8″	3′4″	4′0″	5′4″	8′0″	10′8″	7″	13½″	20″	27″
New England Telephone	5′5″	6′9″	8′2″	10′10″	16′3″	21′8″	13½″	27½″	41″	55″
* New England / Telephone	3′0″	3′9″	4′6″	6′0″	9′0″	12′0″	7½″	15″	22½″	30″
New Jersey Bell	3′7″	4′9″	5′6″	7′2″	11′0″	14′4″	9″	18½″	27½″	36½″
New York Telephone	4′6″	5′8″	6′9″	9′0″	13′6″	18′0″	11½″	22½″	34″	45½″
* New York / Telephone	2′5″	3′0″	3′8″	4′10″	7′3″	9′8″	6″	12″	18″	24″
Northwestern Bell	4′1″	5′1″	6′2″	8′2″	12′4″	16′4″	10″	21″	30½″	40½″
Ohio Bell	2′1″	2′7″	3′2″	4′2″	6′4″	8′4″	5″	10″	15″	20″
* Ohio / Bell	1′1″	1′4″	1′8″	2′2″	3′3″	4′4″	2½″	5½″	8″	11″
Pacific Northwest Bell	5′0″	6′3″	7′6″	10′0″	15′0″	20′0″	12½″	25″	37″	49½″
** Pacific / Northwest / Bell	2′5″	3′0″	3′8″	4′10″	7′3″	9′8″	6″	12″	18″	24″
Pacific Telephone	4′0″	5′0″	6′0″	8′0″	12′0″	16′0″	10½″	20″	31″	41″
* Pacific / Telephone	2′5″	3′0″	3′8″	4′10″	7′3″	9′8″	6″	12″	18″	24″
South Central Bell	4′1″	5′2″	6′2″	8′2″	12′4″	16′4″	11″	20½″	31″	41½″
Southern Bell	3′1″	3′10″	4′6″	6′2″	9′0″	12′4″	8″	15½″	23½″	31″
Southern New England Telephone	7′9″	9′8″	11′8″	15′6″	23′4″	31′0″	19½″	39″	58½″	78″
** Southern / New England / Telephone	3′0″	3′9″	4′6″	6′0″	9′0″	12′0″	7½″	15″	22½″	30½″
Southwestern Bell	4′2″	5′2″	6′3″	8′4″	12′6″	16′8″	11″	22″	33″	44″
Western Electric	3′10″	4′10″	5′9″	7′8″	11′6″	15′4″	9½″	19″	28½″	38″
Wisconsin Telephone	4′10″	6′0″	7′3″	9′8″	14′6″	19′4″	12″	24″	36″	48″
* Wisconsin / Telephone	2′5″	3′0″	3′8″	4′10″	7′3″	9′8″	6″	12″	18″	24″

* Two-line logotype
** Three-line logotype